

ABSTRACT

This study analyzes the effect of character design on players' decisions towards gacha in the Genshin Impact game, focusing on the characters Neuvillette and Alhaitham. The phenomenon studied is the popularity of Genshin Impact and the role of character design in attracting players to make in-game purchases. The problem identified is the lack of research on the relationship between character design elements and players' decisions to gacha. The method used is qualitative with a case study approach, through observation, in-depth interviews, and literature studies. The analysis used Hiroyoshi Tsukamoto's Manga Matrix theory. Results show that aesthetically pleasing and unique character designs, as well as strong narrative elements, have a significant influence on players' decision to gacha. The findings provide insights for game developers to develop effective design strategies, increasing player engagement and satisfaction.

Keywords: *Character Design, Genshin Impact, Gacha, Manga Matrix*